



WXYZ

ORDER

Print Date 11/13/12

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Flight Dates **08/29/12-09/08/12**

Contract / Revision **309372 /**

Original Date / Revision
08/27/12 11/02/12

Advertiser **Protecting Michigan Taxpay**

Agency **Main Street Media**

Buying Contact

**P. O. Box 25093
Alexandria, VA 22313**

Product

Protecting Michigan Taxpayers

Agency Com 15%

Billing Contact

**P. O. Box 25093
Alexandria, VA 22313**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **798**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	38	\$44,540.00	\$52,400.00	0.00	08/27/12	09/08/12	38	\$44,540.00	\$52,400.00
Totals	38	\$44,540.00	\$52,400.00	0.00					

Hiatus Dates: 09/03/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	08/30/12	08/31/12	5am News M-F 5am News M-F	CM	5-6am M-F	--- 11--	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/27/12	09/02/12	--- 11--		2		\$350.00		0.00					
N 2	WXYZ	09/06/12	09/07/12	5am News M-F 5am News M-F	CM	5-6am M-F	--- 11--	:30	2	\$700.00	FX	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	--- 11--		2		\$700.00		0.00					
N 3	WXYZ	08/29/12	08/29/12	6am News M-F Action News 6am	CM	6-7am M-F	-- 1----	:30	1	\$1,500.00	FX	0.00	NM	0	\$0.00



WXYZ

Print Date: 11/13/12

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Contract / Revision 309372 Flight Dates 08/29/12-09/08/12

Hiatus Dates Hiatus Dates: 09/03/12

Original Date / Revision 08/27/12/ 11/02/12

Order Sep 00:20:00

Advertiser Protecting Michigan Taxpa Product Protecting Michigan Taxpay Estimate # 798

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	08/29/12	08/29/12	6am News M-F Action News 6am	CM	6-7am M-F	-- 1----	:30	1	\$1,500.00	FX	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-- 1----	1		\$1,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	08/27/12-09/02/12		6am News M-F		6-7am M-F	-- W-----	:30		(\$1,500.00)		0.00 NM		
Credited														
N 4	WXYZ	09/04/12	09/05/12	6am News M-F Action News 6am	CM	6-7am M-F	- 11----	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	- 11----	2		\$1,500.00		0.00					
N 5	WXYZ	08/29/12	08/31/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-- 111--	:30	3	\$1,300.00	FX	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-- 111--	3		\$1,300.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	08/27/12-09/02/12		GMA M-F 7-9am		7-9am M-F	-- WThF----	:30		(\$1,300.00)		0.00 NM		
Credited														
N 6	WXYZ	09/04/12	09/07/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- 1211--	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	- 1211--	5		\$1,600.00		0.00					
N 7	WXYZ	08/29/12	08/29/12	5p News 5-6pm M-F	CM	5-6pm M-F	-- W----	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-- W----	1		\$1,800.00		0.00					
N 8	WXYZ	09/04/12	09/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	- 11----	:30	2	\$1,800.00	FX	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	- 11----	2		\$1,800.00		0.00					
N 9	WXYZ	08/30/12	08/30/12	6p News 6-630pm M-F	CM	6-630pm M-F	--- T---	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	--- T---	1		\$2,000.00		0.00					
N 10	WXYZ	09/04/12	09/07/12	6p News 6-630pm M-F	CM	6-630pm M-F	- 1- 11--	:30	3	\$2,000.00	FX	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	- 1- 11--	3		\$2,000.00		0.00					
N 11	WXYZ	08/29/12	08/29/12	7p News M-F 7-730p	CM	7-730pm M-F	-- W----	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-- W----	1		\$2,000.00		0.00					
N 12	WXYZ	09/05/12	09/07/12	7p News M-F 7-730p	CM	7-730pm M-F	-- 111--	:30	3	\$2,000.00	FX	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-- 111--	3		\$2,000.00		0.00					
N 13	WXYZ	08/29/12	09/02/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	-- 1--- 1	:30	2	\$1,400.00	P-4	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-- 1--- 1	2		\$1,400.00		0.00					
N 14	WXYZ	09/05/12	09/08/12		CM	11-1135pm M-Sun	-- 1-- 1-	:30	2	\$1,400.00	P-4	0.00 NM	1	\$1,400.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Late News M-Su		11pm Action News Updat									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-- 1 - 1 -		2			\$1,400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WXYZ	09/03/12-09/09/12	Late News M-Su			11-1135pm M-Su		-- W - - - Sa - -	:30	(\$1,400.00)		0.00	NM		
Credited															
N 15	WXYZ	08/30/12	08/31/12	M-F 1135p-1205a	CM	1135pm-1205am M-	- - - 1 1 - -	:30	2	\$700.00	P-4	0.00	NM	2	\$1,400.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - 1 1 - -		2			\$700.00		0.00				
N 16	WXYZ	09/04/12	09/07/12	M-F 1135p-1205a	CM	1135pm-1205am M-	- 1 - 1 1 - -	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- 1 - 1 1 - -		3			\$1,000.00		0.00				
N 17	WXYZ	08/31/12	09/07/12	Friday Prime C	CM	10-11pm Friday	- - - - F - -	:30	1	\$2,500.00	P-4	0.00	NM	2	\$5,000.00
				Friday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - F - -		1			\$2,500.00		0.00				
Week:		09/03/12	09/09/12	- - - - F - -		1			\$2,500.00		0.00				
N 18	WXYZ	09/01/12	09/08/12	GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S -	:30	1	\$350.00	P-4	0.00	NM	2	\$700.00
				GMA SAT 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - - S -		1			\$350.00		0.00				
Week:		09/03/12	09/09/12	- - - - - S -		1			\$350.00		0.00				
N 19	WXYZ	09/02/12	09/02/12	GMA SUN 7-8am	CM	SUN 7-8am	- - - - - S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
				GMA SUN 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - - S		1			\$300.00		0.00				
N 20	WXYZ	09/02/12	09/02/12	Early News Su	CM	6-630pm Sun	- - - - - S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
				Su 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - - S		1			\$700.00		0.00				
Totals													38	\$52,400.00	